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电视同声传译的质量期待与评估
——有经验的口译用户视角

Quality Expectation and Assessment of TV Simultaneous
Interpreting

—from the Perspective of Experienced Interpreting Users

张 菲

指导教师姓名： 苏 伟 助理教授

专 业 名 称： 英语语言文学

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Abstract

Since the first research on “quality” was carried out by Bühler in 1986, there has been an ever-growing interest in the issue of interpreting quality. Researchers tried to probe into interpreting quality via various perspectives. In light of its relative availability, importance and frequency, conference interpreting was the main subject in early literature on quality. Quality expectations of different participants in an interpreting activity, for example interpreters, users, and organizers, were explored. Focusing on user’s perspective, different user groups’ expectations on conferences of different sizes, themes, and other variables were also studied. Later, scholars further investigated users’ assessments to actual interpreting to see if there were gaps between expectations and assessment. Quality expectation and assessment are productive lines of research.

In the new era, the development of globalization, technology and journalism greatly enhanced the visibility of interpreters and the availability to their service, giving birth to a new genre of interpreting: TV simultaneous interpreting. People are obsessed with quality control nowadays, but TV simultaneous interpreting quality has not been given enough attention. While previous researcher also studied the quality of TV simultaneous interpreting from users’ expectations and assessment, rare efforts have been paid to study quality from the perspective of experienced interpreting users as TV audience. In an attempt to decode TV simultaneous interpreting quality from the experienced interpreting users as TV audience, the author uses questionnaires and focus group interviews to study their quality expectations and assessment. Built on previous researches, the rating and ranking tasks are adopted. Data gathered are combined and compared in the line of Granada paradigm. The results indicate that experienced users have distinct expectations and assessment on TV simultaneous

interpreting. Moreover, gaps exist between their expectations and assessment. Given the limitations in this research, further studies are needed to generalize the conclusion. It is hoped that this research would prompt future studies on this issue.

Key Words: quality expectations; quality assessment; TV simultaneous interpreting; experienced users

摘要

自 Bühler 在 1986 年发表了第一份关于“质量”的研究以来，口译质量研究引起了越来越多专家学者的关注。研究者们从多个方面探究口译质量。因为其相对的重要性、频繁性和研究材料的可得性，会议口译往往是早期质量研究的观察对象。相关研究包括口译活动中不同参与人的质量期待，例如口译员、口译用户和主办方。从口译用户的角度出发，学者们对不同用户族群在有着不同规模、主题和其他变量的会议上的质量期待也有所研究。而后，学者们进一步调查了口译用户对于真实口译活动的评估，试图发现质量期待和质量评估间是否有差距。不论是质量期待还是质量评估，都有了大量的研究。

在新的时代中，全球化、科学技术和新闻业的发展使得口译员走进了人们的视野，让人们能够享受到他们的口译服务，也催生了一个新的口译类别：电视同声传译。如今人们非常着迷于质量控制，但是电视同声传译质量并没有得到足够的重视。之前的研究者们同样从质量期待和质量评估入手研究电视同声传译质量，但是少有人从有经验的口译用户作为电视观众出发，来研究电视同声传译质量。本文试图通过有经验的口译用户作为电视观众的视角研究口译质量，借助问卷和焦点小组访谈调查了他们对于电视同声传译的质量期待和评估。基于前人的研究，本文采用了评分和排序两种形式。依照格林纳达范例，本文将收集到质量期待与评估数据相结合进行对比。结果显示，有经验的口译用户对电视同声传译质量有着特别的期待与评估。同时，两者间存在差异。

有鉴于本文的局限性，需要后期继续研究论证才能扩大研究结论。希望本文能够引起后续研究对于该问题的讨论。

关键词：质量期待；质量评估；电视同声传译；有经验的用户

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Chapter 1 Introduction

Simultaneous interpreters used to be a group of people who work deep inside the booth and stay far away from the spotlight. So when interpreting was discussed, most people might only know that it was a difficult but well-paid skill that few could master. Due to the fact that not everyone has the chance to participate in a conference with interpreting service, the nature of interpreters' work and how they perform their tasks were of little knowledge to the majority.

In the new era, however, globalization, technology and the development of journalism greatly enhanced the visibility of interpreters and the availability to their service, giving birth to a new genre of interpreting: TV simultaneous interpreting. Globalization makes events taking place thousands of miles away much more relevant to the public than ever before and thus generates people's need to know that piece of news. Technology, filling the time-zone gap, provides people with real-time access to global information. The development of journalism finally brings that piece of news to people. In the process, TV simultaneous interpreters render the news into the language that the audience can understand during the outbreak of events rather than hours afterwards. Media interpreter can be viewed as a new occupation in the age of globalization (Riccardi, 2008).

Simultaneous interpreting for live television broadcasts has become an increasingly important form of language transfer in mass communication (Kurz and Pöchhacker, 1995). As a new form of media interpreting, TV simultaneous interpreting has a relatively short history and the development is uneven in each countries. The first widely publicized simultaneously interpreted media events can be dated back to the 1960s (Nishiyama, 1988). The word "hoso tsuyaku" for "broadcast interpreter" in Japanese came into existence around 1990 when NHK (Nihon Hoso Kyokai),

Japanese Public Broadcasting Corporation, started its Broadcast by satellite television. TV simultaneous interpreting into Chinese was provided for the first time in 1991 during the outbreak of the First Gulf War. In order to air the news as soon as possible, many news channels in Taiwan hired simultaneous interpreters to render the CNN English reports into Chinese (孙雅玲、刘敏华, 2004). In some more developed countries, for example Japan and Germany, fulltime media interpreters are hired to interpret various shows and programs (Tsuruta, 2011; Dörte Andres and Sarah Fünfer, 2011). In China, however, TV simultaneous interpreting can only be seen in the coverage of major news on rare occasions.

To some international organizations like the EU or UN institutions, interpreters are integral subjects. Without their service, the daily agenda can be met. Compared to the amount of simultaneous interpreting there, TV simultaneous interpreting assignments would seem marginal from a professional point of view (Pöchhacker, 2011). Moreover, due to the limited amount of assignments, only a relatively low number of interpreters have the chance to work for the screen. But, as stated by Dörte Andres and Sarah Fünfer (2011), it is especially their interpreting that reaches the largest group of recipients, thus having a major impact on the image the public has of interpreters. Having limited chances to attend conferences with simultaneous interpreting, the majority of television viewers' insight of the profession, to a very large extent, hinges on the quality of TV simultaneous interpreting. Hence, the study on the quality of TV simultaneous interpreting is of vital importance to the interpreter community.

Indeed, quality is a major concern to scholars. Throughout the years, in-depth studies have been carried out to probe into the questions of who should define quality and how to define it. Given its longer history and higher frequency, the subject of a large chunk of researches is conference interpreting.

Efforts have been paid to understand the question of who should be the judge of conference interpreting quality. To some, speakers should have a say in quality because they are the owner of the content being interpreted. Service providers, i.e. the

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